

Delafield center opens with Kohl's: others ot - Milwaukee Journal Sentinel (WI) - October 27, 1994 - page 5 October 27, 1994 | Milwaukee Journal Sentinel (WI) | SAM MARTINO | Page 5

The Journal staff

Delafield Western Waukesha County residents will welcome some new neighbors with the grand opening Friday of a **Kohl's** Department Store in the **Nagawaukee** Center just off the Highway 83 and Interstate 94 intersection.

Kohl's is the first in a series of new stores opening in

the regional shopping center on Golf Road.

Next Wednesday, a new Sentry Food Store and a branch of the Waukesha State Bank also will hold grand opening celebrations in the center. Another 12 specialty stores, including a restaurant and Super Warehouse Shoes Store, are scheduled to open later.

The new **Kohl's** store is part of a major expansion plan by the Menomonee Falls-based department store chain to widen its operations in the Midwest.

The opening of the new store in Delafield coincides with other **Kohl's** grand opening celebrations in Kenosha and Madison.

**Kohl's** has three department stores in Waukesha County in Brookfield, Menomonee Falls and Waukesha.

The Delafield **Kohl's** provides a new shopping opportunity for area residents, who now have a regional shopping center on the north side of I-94 as well as Target and Wal-Mart discount stores south of the freeway, at the Highway 83 intersection.

The new **Kohl's** has more than 80,000 square feet of space and will employ 150 to 200 full- and part-time workers.

The hours for the weekend grand opening are 8 a.m. to 9:30 p.m. Normal store hours are 9:30 a.m. to 9:30 p.m. Monday through Saturday and 10 a.m. to 6 p.m. Sunday.

Rose Wank of Pewaukee said the new **Kohl's** store would mean fewer trips to Brookfield Square shopping center or to Waukesha.

"This store is more easily accessible to us. We won't have to go to Waukesha or Brookfield," Wank said.

Chris Sievert of Nashotah said she was attracted to the new **Kohl's** store because of its wider aisles.

## **New Grocery Features**

The new Sentry opening Wednesday, meanwhile, is a prototype of new grocery shopping features.

The produce section, for example, will display food in wooden baskets, as if it were being sold in an outdoor market.

"The display is arranged so it looks like the fruit and vegetables just came out of a basket," said Kerry Jeanpierre, a marketing specialist for the store.

The 320 varieties of candy, which provide a kaleidoscope of color on two rows of shelves, are a self-service customer delight. The store also will be the first in the Sentry chain to provide an instore deli kitchen for custom- made sandwiches, hot pizzas and a cappuccino bar.

The Sentry store, which will be open 21 hours a day starting at 5 a.m., will employ 200 workers.

The Waukesha State Bank, which started putting branches next to Sentry stores in 1956, will have its branch bank operation connected to the new Sentry.

"Locating a bank adjacent to a food store has been an excellent concept for the convenience of shoppers," said Don Taylor, president of the bank.

## **CITATION (TURABIAN STYLE)**

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